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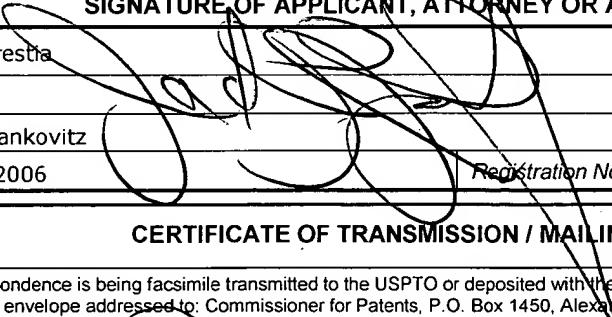
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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>		O P E APR 11 2006 U.S. TRADEMARK OFFICE	Application Number 09/783,899
			Filing Date February 15, 2001
			First Named Inventor Shouichi Gotoh, et al.
			Art Unit 3622
			Examiner Name John L. Young
Total Number of Pages in This Submission 17			Attorney Docket No. MTS-3244US

ENCLOSURES (Check all that apply)

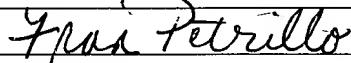
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input checked="" type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input checked="" type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
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<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Terminal Disclaimer	<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):
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<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	> Return postcard	

SIGNATURE OF APPLICANT, ATTORNEY OR AGENT

Firm Name	RatnerPrestia		
Signature			
Printed Name	Jack J. Jankovitz		
Date	April 7, 2006	Registration No.	42,690

CERTIFICATE OF TRANSMISSION / MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

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This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Office, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, ALEXANDRIA, VA 22313-1450.

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Application No.: 09/783,899
Amendment Dated: April 7, 2006
Reply to Office Action of: January 9, 2006

MTS-3244US



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appln. No: 09/783,889
Applicant: Shouichi GOTOH, et al.
Filed: February 15, 2001
Title: ADVERTISEMENT DATA SUPPLYING METHOD, ADVERTISEMENT DATA REPRODUCING APPARATUS, AND SYSTEM FOR THE SAME
TC/A.U.: 3622
Examiner: Arthur D. Duran
Confirmation No.: 6384
Docket No.: MTS-3244US

AMENDMENT UNDER 37 C.F.R. § 1.116

Expedited Procedure

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Alexandria, VA 22313-1450

Sir:

Responsive to the Final Office Action dated **January 9, 2006**, please amend the above-identified application as follows:

- Amendments to the Specification** begin on page _____ of this paper.
- Amendments to the Claims** are reflected in the listing of claims which begins on page **2** of this paper.
- Amendments to the Drawings** begin on page _____ of this paper and include an attached replacement sheet(s).
- Amendments to the Abstract** are on page _____ of this paper. A clean version of the Abstract is on page _____ of this paper.
- Remarks/Arguments** begin on page **12** of this paper.